

FY 2022 WISCONSIN WIC PROGRAM GOALS AND OBJECTIVES

The following represents the goals and objectives of the Wisconsin WIC Program for FY 2022.

Goal Categories: Service Excellence, Accessible Services, Community Partnerships, Diverse and Qualified Staff, and Effective and Efficient WIC Data and Management Systems summarize Wisconsin's strategic directions.

Attainment of the objectives will be dependent upon the final funding level for FY 2022, changes that occur in Federal WIC regulations and policy, and staffing of the Wisconsin WIC Program.

GOAL I *Service Excellence*: WIC will help to improve the health and nutrition of women, infants and children by providing superior nutrition and breastfeeding services to WIC participants and their families that are of increased value.

Objective 1: The Wisconsin WIC Program will work to improve services in an effort to increase participant retention.

Actions:

- 1) Maintain connection with health care providers and partners.
- 2) Continue social media work with Creative Marketing Resources – nutrition and breastfeeding messages
- 3) Continue online training platform for customer service skills
- 4) Review, update, and create resources for nutrition assessment and counseling

Objective 2: The Wisconsin WIC Program will continue a two year nutrition services plan to reflect the goal of delivering quality services in all of their forms.

Actions:

- 1) Continue with year two objectives and activities in the area of breastfeeding services and nutrition assessment.

Objective 3: The Wisconsin WIC Program will implement the USDA Revised Risk Criteria effective October 1, 2022.

Actions:

- 1) Make the necessary changes in our Risk Criteria when made available from USDA.
- 2) The information and instructions will be provided to local agency staff through statewide webinars.
- 3) State staff will continue work on refining nutrition assessment screening tools in order to better enhance and support counseling interactions.

Objective 4: To Increase the WIC Statewide breastfeeding duration rates at 6 months to 36% of infants from 35% (baseline data source: ROSIE Report BFQ2001-1, 10/30/2020-03/01/2021, all infants duration)

Actions:

- 1) Continue Collective Collaboration to enhance hospital communication with intention of change in hospital practices to evidence based practices that assist and enhance support for breastfeeding mothers. WIC will use initiative to better prepare mothers for hospital practices to support both hospitals and mothers.
- 2) Will continue efforts to promote and direct families and staff to the USDA Breastfeeding Support website.
- 3) WIC will continue to provide breastfeeding education for all WIC staff. Will use new USDA breastfeeding curriculum to develop and implement training plan for all WIC staff.
- 4) Monitor Wisconsin WIC data using ROSIE to determine outcomes.

Objective 5: Wisconsin WIC will strengthen its breastfeeding peer-counseling program through stronger alignment with the USDA WIC Breastfeeding Model Components for Peer Counseling and USDA Breastfeeding Policy and Guidance.

Actions:

- 1) Continuation of assessment of current peer counseling programs to identify areas for improvement.
- 2) Peer program assessment as part of the management evaluation.
- 3) Training for new peers and peer managers utilizing the new USDA breastfeeding curriculum.

Objective 6: Wisconsin WIC will strengthen remote nutrition education opportunities.

Actions:

- 1) Online Nutrition Education (ONE) implementation at five local agencies as part of TUFTS THIS-WIC Telehealth research grant.

GOAL II Accessible Services: WIC will help to improve the health and nutrition of women, infants and children by assuring that WIC service locations, hours and a variety of services are accessible to families and provided in a culturally competent fashion.

Objective 1: Wisconsin WIC Program will continue to enhance outreach efforts and communicate health and nutrition information through effective social media channels to reach a targeted audience.

Actions:

- 1) Continue support and guidance to local agencies to expand social media efforts in collaboration with Wisconsin marketing firm, Creative Marketing Resources.
- 2) Continue participation in with the National WIC Awareness and Retention Campaign.

Objective 2: Utilize any USDA infrastructure grant opportunities for local agency clinic improvement.

Actions:

- 1) Encourage local agencies to conduct clinic observations to ensure a safe, family-friendly, confidential environment.
- 2) Provide additional funding, as available, to local agencies who request monies to improve environment confidentiality.

GOAL III *Community Partnerships*: WIC will help to improve the health and nutrition of women, infants and children by collaborating and integrating with other health and social service providers and systems.

Objective 1: The Wisconsin WIC Program will continue to strengthen and develop partnerships in encouraging and supporting our local agencies to collaborate locally with partners.

Actions:

- 1) Maintain and update directory of current and potential partners at the state level.
- 2) Explore new and strengthen existing partnerships.

Objective 2: Collaborate with the Nutrition, Physical Activity and Obesity (NPAO) Program, Maternal Child and Health Program (MCH), the Wisconsin Breastfeeding Coalition (WBC), and local breastfeeding coalitions to advance statewide movement in building Breastfeeding-Friendly environments.

Actions:

- 1) WIC will continue to partner with NPAO, MCH and WBC to offer trainings of the *Ten Steps to Breastfeeding Friendly Child Care Center* to Early Care and Education settings in Wisconsin.
- 2) WIC will continue to partner with NPAO, MCH and WBC to improve maternity care practices that support breastfeeding by using *Coffective* to foster collaboration with Wisconsin Association for Perinatal Care (WAPC) and hospitals and clinics within Wisconsin.

Objective 3: Collaborate with Wisconsin Fit Families SNAP-Ed to enhance behavior change.

Actions:

- 1) Continue to partner with Wisconsin Fit Families SNAP-Ed Program to provide nutrition education to families eligible for SNAP (FoodShare in Wisconsin) that are enrolled in WIC.
- 2) Partnering includes individual or group approaches in combinations with organizational, community, and/or public health approaches to increase effectiveness.
- 3) Focus is on healthy eating and physical activity behaviors.

GOAL IV *Diverse and Qualified Staff*: WIC will help to improve the health and nutrition of women, infants and children by assuring that WIC staff are diverse, competent, qualified and well trained.

Objective 1: Wisconsin WIC Program will provide orientation events for new local agency administrative staff.

Actions:

- 1) Host web-based orientation events for local agency Directors, Project Nutritionists, and Breastfeeding Coordinators.
- 2) Develop and update orientation plan, resources, and checklist for all WIC administrative roles.

Objective 2: Wisconsin WIC Program will provide orientation materials for all local agency staff.

Actions:

- 1) Update guidance, procedures, and modules for systematic orientation of all staff relating to WIC services.
- 2) Update current web-based trainings to incorporate basics of WIC program pillars and functions including overview of certification, WIC vendor basics, etc.
- 3) Update online module series for intake staff
- 4) Update resources for data and report instructions and training.
- 5) Develop plan, evaluate current resources, and develop new resources for CPA training.
- 6) Create web-based training library and checklist for all new local agency staff.

Objective 3: Wisconsin WIC Program will provide ongoing education for all local agency staff specific to roles.

Actions:

Provide trainings based on needs assessment.

- a. Nutrition Training Event
- b. Support Staff Training Event
- c. Interpreter Training
- d. Topic specific trainings based on assessment and management evaluation results

Objective 4: Wisconsin WIC Program will provide ongoing education events for all local agency staff specific to leadership development.

Actions:

- 1) Assess need for leadership training and interest.
- 2) Assess online leadership training platform using pilot evaluation.
- 3) Determine next steps for statewide integration.

Objective 5: Wisconsin WIC will assess current workforce to move toward a more diverse workforce.

- 1) WIC Internship; State WIC Office will work with UW Health Dietetic Internship Program to expand opportunities for increased acceptance of more diverse candidates.
- 2) Conduct a survey of all local agency to determine racial and ethnic representation.
- 3) Continue conversation with local agency WIC directors to develop a staffing plan and update state policy to reflect the populations served.

GOAL V *Effective and Efficient WIC Data and Management Systems:* Enhance the participant shopping experience through multiple methods and use data analysis to assure program integrity efforts are effective.

Objective 1: Modernize EBT, MIS, and data systems to enhance service delivery.

Actions:

- 1) Start re-procurement process for an EBT processor that meets fiscal requirements, incorporates lessons learned, and enhances customer service.
- 2) Seek contract to convert vendor records into a digital format incorporating the future goal of an online vendor application.
- 3) Incorporate new Food Delivery Portal template requirements in MIS system reporting.

Objective 2: Explore alternative shopping methods and participant accessibility to authorized vendors.

Actions:

- 1) Collaborate with other state agencies to create a regional solution for remote ordering and online transactions.
- 2) Support No Kid Hungry grant projects in La Crosse and Waupaca counties and identify opportunities to scale up solutions beyond the pilot.
- 3) Address participant access to authorized vendors through implementing minimum stock changes and reaching out to non-authorized retailers.

Objective 3: Enhance program integrity efforts through rulemaking, data mining, and updating vendor materials.

- 1) Re-start the Administrative Rulemaking process for consistency with Federal regulations including flexibility for future technology changes.
- 2) Utilize emerging data sources and peer to peer collaboration to enhance participant integrity, vendor management, and EBT contract management.
- 3) Revise vendor management materials including the Vendor Manual and Vendor Agreement to support the vendor re-application process and emerging transaction technology changes.